



WEST SPA Chronicle



A publication for friends and neighbors of the West Service Planning Area

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PUBLIC HEALTH WEEK 2006

LA County Public Health celebrates National Public Health Week April 3-9, 2006. This year's theme is "Building Healthy Communities Together". During this week, many health-related activities are held in collaboration with private hospitals, health providers, colleges, schools, churches, community organizations, institutions, foundations and corporations. These activities are designed to inform our communities about available services and the important role Public Health plays in ensuring a healthy and safe environment for all to live.

The West Service Planning Area (SPA 5) will observe Public Health by collaborating with the Simms/Mann Health and Wellness Center



(formerly Burke Health Center, see article below) to bring awareness about the dangers of lead poisoning to clients. Additionally, two display boards (one in English, the other in Spanish) explaining the importance of Public Health will be placed in the

waiting room of the clinic for the entire week.

The first full week of April was proclaimed National Public Health Week by former President Clinton in 1995. The

American Public Health Association serves as the organizer of National Public Health Week and develops a national campaign to educate the public, policymakers and practitioners during the week

about issues related to the theme.

Although Public Health Week has been celebrated nationally since 1995, LA County Public Health has been sponsoring Public Health Week since 1987. The practice of observing a week for public health began as far back as 1945, when Dr. Ruth Temple initiated the state-observed Community Health Week in 1945, an annual event focused on health awareness. Dr. Temple, the first African-American woman to practice medicine in Los Angeles, pioneered the City's public health program and helped to establish the Southeast District Health Center.

More information about National Public Health Week and the American Public Health Association is available at www.apha.org. To find out about other Public Health Week activities in other SPAs, log on to www.lapublichealth.org.

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Venice Family Clinic Dedicates New Center

On Wednesday, March 29, Venice Family Clinic dedicated the Simms/Mann Health and Wellness Center (formerly Burke Health Center)—an integrative medicine treatment program. Los Angeles Mayor Antonio Villaraigosa joined

Santa Monica Mayor Robert Holbrook, Dr. Gerald Levey, Dean, David Geffen School of Medicine at UCLA, Los Angeles City Councilman Bill Rosendahl and Los Angeles County Supervisor Zev Yaroslavsky to launch the Center.

Vicki and Ron Simms and the Simms/Mann Family Foundation awarded a \$3 million gift to Venice Family Clinic to create the health, wellness and integrative medicine treatment center.

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Health Care Advocates Pursue Joint Tobacco Tax Initiative for November 2006

The Coalition for a Healthy California joined forces with the California Hospital Association, the California Chapter Academy of Emergency Physicians, and the California Association of Emergency Nurses to sponsor a statewide initiative that would raise the state's tobacco tax by \$2.60 per pack of cigarettes to fund emergency rooms, health insurance for children, nursing education, tobacco-related disease prevention and treatment, care for patients and to reduce smoking addiction.

Joining the new effort include the American Cancer Society, American Lung Association of California, American Heart Association, The Children's Partnership, the California Hospital Association, the California Chapter, American College of Emergency Physicians, California Emergency Nurses Association, PICO California, Children Now, California Primary Care Association, Campaign for Tobacco Free Kids, Association of California Nurse Leaders, Emergency and Acute Care Medical Corporation, and the California Association of

Physician Groups. The initiative will raise approximately \$2.27 billion annually.

"This initiative offers Californians the best way to help tackle key elements of our growing health care crisis," said Jim Knox, Legislative Advocacy Vice President of the American Cancer Society. "We know that every 10 percent increase in the price of cigarettes will reduce youth smoking by about seven percent and overall cigarette consumption by about four percent."

"This tobacco tax will save lives," said Christine Bryant, volunteer with the American Lung Association of California and board member of the Coalition for a Healthy California. "Increasing the tobacco tax ... will provide new resources to help California's four million smokers quit."

"Tobacco places a tremendous strain on the state's health care system, impeding our ability to address important diseases such as heart disease, stroke, cancer, diabetes and asthma," added Hannah Valentine, M.D., president of the American Heart Association.

"The joint initiative will provide direct, tangible improvements in health care for all Californians," said C. Duane Dauner, president of the California Hospital Association. "This initiative is a landmark step forward in addressing these issues."

"We believe this unprecedented coalition ... is the right group to help our kids keep from smoking and lead our state ... in providing affordable health insurance to all of California's children. With only 10 percent of kids still uninsured, this is an achievable goal," said Wendy Lazarus, Co-President of The Children's Partnership, one of the sponsoring organizations.

This initiative campaign began mid-February 2006 and will end at the end of April 2006. One million signatures are needed for this initiative to be on the November 2006 ballot. If you would like to volunteer to help gather signatures for this life-saving initiative, please contact the American Cancer Society 1-800-ACS-2345 (1-800-227-2345), 24 hours a day, 7 days a week, 365 days a year.

June is Home Safety Month - "Hands on Home Safety"

Ask Americans where they feel safest and most will say their own home. However, according to the State of Home Safety in America report, there were more than 20 million medical visits due to unintentional home injuries in the latest year studied.

The Home Safety Council dedicates the month of June—Home Safety Month—to educate and empower both families and businesses to take actions that will make homes safe. "We hope to bring attention to the problem of preventable home injuries and its leading causes: slips and falls, poisonings and fires," says Meri-K Appy, president of the Home Safety Council. "Just a few simple steps can dramatically reduce the dangers in most homes and may even make a lifesaving difference."

Throughout Home Safety Month, the Home Safety Council encourages the public to take a hands on approach to home safety and take some simple steps to minimize their risk from potential injuries, or even death.

Fires/Burns

?Install smoke alarms on every level of your home and in or near all bedrooms, and test the batteries at least once a month

?Plan a home fire drill and practice it at least twice a year.

?Use safety covers in electrical outlets and anti-scald devices in faucets in homes with young children

Slips/Falls

?Make sure all porches, hallways and stairwells are well lit

?Use a non-slip mat, or install strips or decals in bathtubs and showers
?Install grab bars in bath and shower stalls

Poisonings

?Keep medicines and household chemicals and cleaners out of the reach of children, preferably in a locked cabinet.

?Install a carbon monoxide detector near sleeping areas in the home

Visit the Home Safety Resource Center (www.homesafetycouncil.org/resource_center/resourcecenter.aspx) to review and download free information, including posters, brochures, safety checklists and additional tips to help safeguard your family.

Venice Family Clinic Dedicates New Center

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Low-income patients in the Santa Monica area will now have the advantage of conventional and evidence-based alternative treatments.

The Simms/Mann Health and Wellness Center will begin in 2006 with a series of pilot programs centered around obesity prevention and management for age two through adult, exercise and nutrition counseling, and pain management. The center presents an opportunity in Los Angeles to change medicine for the better by focusing on the whole person and the whole family.



National Multi-Cultural Cancer Awareness Week - April 18-21, 2006

The Public Health Office of the Medical Director, in conjunction with the American Cancer Society and the USC/Norris Cancer Hospital is facilitating "National Minority Cancer Awareness week" which is April 18 to the 21st. As part of the week's activities, there will be a half day kick off event on April 18th at the Radisson Hotel in Culver City. Two areas will be the focus of the kick off event -- Colon cancer in the African American community and Nutrition and Physical activity. The event will include speakers, activities and informational packets to participants. The target audience is community leaders, health care providers, and employers with an African American base.

This year marks the 20th annual National Minority Cancer Awareness Week (NMCWW); a campaign initiated by the Intercultural Cancer Council, sponsors of the Biennial Symposium on Minorities and the

Medically Under served in 1986 to bring attention to the needs of special populations. The American Cancer Society, along with health care providers, community organizations, and state and local agencies, recognizes this week as an opportunity for heightening awareness of an unequal cancer

burden for certain segments of ethnic and medically under served populations. The American Cancer Society will also use this time to high-

light its initiatives addressing this burden.

Cancer affects some segments of the US population more than others. These special populations include people from all racial, ethnic and cultural backgrounds. The term "medically under served" cuts across ethnic groups to refer to indi-

viduals who have insufficient or no health insurance; have little education; reside in rural or inner-city areas; are unemployed; live in poverty or have socioeconomic challenges; face barriers such as language or low literacy; are disabled; or are gay, lesbian, bisexual, or transgender.

These factors can add up to problems: decreased availability of culturally appropriate community health and information resources; increased risk for developing cancer; and lower usage of lifesaving early detection tests, such as mammograms, Pap tests, and colon cancer screening tests, and higher mortality because of late stage detection.

If you are interested in attending this event, please RSVP by April 10 to Mary Fenster at 626 795 7774 option 3X 220 or mfenster@cancer.org



Sudden Infant Death Syndrome: New Guidelines to Reduce the Risk of the Silent Killer

Sudden Infant Death Syndrome (SIDS) or "crib death", is the leading cause of death in babies over one month of age (CA Dept. of Health Services, 2001). SIDS is the sudden and unexpected death of an infant due to unexplainable causes. Losing a baby to SIDS is a confusing and heart-breaking experience, however there are steps that parents can take to reduce the risk. The American Academy of Pediatrics issued new recommendations for preventing SIDS in 2005:

Place your baby on his or her back to sleep

Babies placed on their backs to sleep is one of the best ways to reduce the risk of SIDS.

Use a firm, flat sleep surface

Babies should sleep on a firm mattress. It is unsafe for babies to sleep on things like cushions, pillows or foam pads. Items like stuffed animals and toys should be removed from the bed.



Babies should sleep in their own beds

Babies can be brought to bed for nursing or to be comforted, but they should be returned to their bed afterwards.

Keep your baby close

Although it is recommended that babies sleep in their own beds, consider keeping the baby's crib or bassinet in your room in the early months of your baby's life.

Offer a pacifier

Research shows that using a pacifier at bedtime can cut SIDS

risk in half. Pacifiers should not be dipped in anything sweet and should not be re-inserted if it falls out during sleep.

Do not overheat your baby

Parents should NOT dress their baby in too much

clothing as it can lead to overheating.

Create a safe environment

SIDS is more common among

babies that are exposed to smoke.

Avoid products that claim to prevent SIDS

No evidence has shown that these home devices prevent SIDS. They also have not been tested for safety.

Breastfeed! Breastfeed! Breast-feed!

If you can, breastfeeding your baby is the best choice. Breast-fed babies are healthier and studies have shown that breastfeeding lowers the risk of SIDS.

Although the problem of SIDS is widespread, the solution is simple: education and awareness. Together, equipped with knowledge and education, we can fight the battle against SIDS in our communities to protect our babies.



Banana Berry Pancakes

recipe from CA 5 a Day

These pancakes would be great to serve during Mother's Day (May 14) or Father's Day (June 18). Substitute any seasonal, canned, or frozen fruits for different flavors.

- 1 large banana, peeled and sliced
- 1 cup complete pancake mix
- 1/2 cup water
- Nonstick cooking spray

Topping

- 1 1/2 cups frozen strawberries
- 2 tablespoons strawberry jam



Place banana in a medium bowl and mash with a fork. Add pancake mix and water; stir until blended. Spray a large skillet with nonstick cooking spray over MEDIUM heat. Pour 3/4 cup batter for each pancake into hot skillet. Cook pancakes for about 2 minutes per side or until cooked through. Meanwhile, place berries in a small bowl with jam. Microwave on HIGH for 1 minute. Stir, then cook for 1 minute more. Spoon topping over pancakes.

*Makes 4 servings
2 pancakes per serving*

Nutrition Information Per Serving: Calories 200, Carbs 43g, Protein 4 g, Total Fat 2g, Saturated 0g, Cholesterol 5 mg, Sodium 400 mg, Dietary Fiber 3g

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